

STRONG ORGANIZATION AT LEA'S TOBACCO WAREHOUSE

Everything Is In Readiness For Market Opening At Lea's On Thursday Of This Week

HUNTER Y. LEA NOW HEADS THE GROUP

He Is Recognized For His Ability As Expert Judge Of Tobacco And Friendly Interest In The Men Who Grow It

Lea's warehouse? Whiteville, has every thing in readiness for the opening sale with many improvements over the past seasons to insure friends the best of service and the highest price possible for their tobacco.

Hunter Y. Lea, with fifteen years experience running sales and unusual ability as an expert judge of tobacco, has been recognized by both the buying interest and the farmers as well.

He will be assisted by one of the best auctioneers in the business, Bill Whitley, who has the interest of the farmers at heart and watches for every bid possible.

Geo Blair is back on his regular job as floor manager. Every one recognizes his ability for courteous and efficient service to all.

Jud Hooks, with years of experience on the floor, will be out there to assist in seeing that all get service. These two men will be assisted by Walter Pierce, Joe Pratt, Ben Dowless and Manley Fisher at all times.

The office force is made up of the most efficient group ever assembled at this warehouse with Fred Holderby, the outstanding bookkeeper, assisted by Mrs. Lila Beard. The same efficient and courteous clerks, Lester Powell and Steve McDaniel, will be out there to see that your interest is always looked after in the proper way.

The weighing will be handled by the same experienced men who have always looked after your interest. Thurston Lenon and Wilbur Byrd. Last but not least James Lea will be out there to assist in any and all places needed.

A force like the above insures every farmer that his tobacco will always receive the best at

This Family Is "4-H Minded"

Five Of The Six Children Are 4-H Club Members And Mother Is Active Club Worker

Here is a truly 4-H-minded family. Five of the six children of the Joe Fuller family, Republic county, Kansas, are club members.

Phyllis Jean, 10, joined recently; Bud, 14, is starting his fourth year with two swine projects, potatoes and sorgo; Louise, 17, is beginning her fifth year, changing from swine to clothing work; Alma Deane, 19, in her seventh year of club work, specializes in leadership; and Evelyn, 20, finishes this year as president of the Republic club. Their mother is club poultry leader.

Alma Deane organized a club and was its senior leader for two years. She won the Chicago trip in 1936 and the Danforth Foundation scholarship in 1937.

The editor would like to learn of other families as 4-H-minded as this.

Total Advertising Expenditure In 1937

Tobacco advertisers ranked third, after food and automotive groups, in their total advertising expenditures during 1937, according to a report made this week by the Bureau of Advertising of the American Newspaper Publishers Association. The tobacco group, however, was the largest user of newspaper space, with \$22,515,000 spent in newspapers by sixteen companies. Magazine expenditures amounted to \$7,429,163, with \$6,238,366 for radio.

tention from the time he enters the warehouse until he receives his money.

AGRICULTURE IN NORTH CAROLINA (Continued From Page 6)

beans, peas, cucumbers, tomatoes and cantaloups are welcomed on eastern markets as luxuries to

be paid for at luxury prices. The produce grown in this section is now forced to actively compete with produce for many states in the Union and from foreign countries. All of the usual vegetables are now to be found in any large city market at all times during the year. This condition is making it difficult for the average and below the average grower to make a living out of a business that formerly netted good returns.

Without intending to find fault, I believe that all growers need an exact knowledge of the details that should be observed in growing and preparing each crop for market; and further than this the community and section should bear a reputation for selling good produce and for observing honest business methods. The individual grower standing alone, no matter how experienced, is working under serious handicaps if his lot is placed in a community where growers and shippers are careless in observing the niceties of present day market demands. Through cooperative effort only, in my opinion, will the growers of highly perishable crops ever be able to successfully meet the competition of the many highly organized truck growing and marketing districts that are now scattered over the United States.

In referring to the changes to be expected during the next quarter of a century, a recent writer had the following to say: "There are those who think the day of the small grower is about over. Those who hold this belief think that production in the near future will largely be under the control of large operators who can use labor-saving machinery and other means of reducing the cost of production."

"It is our opinion that we are passing into a period of the survival of the fittest; that the grower who can produce the best quality products most economically and can place them on the market to best advantage and in the most attractive form will be the one who will survive, be he a large or a small operator."

Cutting Cost Of Production: For the past several years it has seemed to me that farm income in the South could be increased more rapidly by taking up the slack then in any other way. I have therefore consistently advocated those practices and economies that would increase the net farm-income. In this connection, Mr. Average Farmer might

ask himself the following questions:

1. Have I carefully saved and used all the manure that has been produced on the place?
2. Have I followed the practice of having seed tested for purity and germination?
3. Has my land always been thoroughly prepared so that the seed has a fair chance of germination?
4. Have I given sufficient study to the problem of farm drainage and crop rotation?
5. Have I estimated how much I might have saved had I put into practice well-known methods of controlling insect and fungous diseases?
6. Have I been as careful as I might have been in the matter of neatness, and quality and quantity in putting up packages of fruit and vegetables for the market?
7. Have I studied the fertilizer requirements of my soil with particular reference to the crops that I am growing?
8. Have I squarely faced the fact that it is contrary to the laws of nature to take from an acre of land, for a period of 20 to 40 years, more plant-food than I return to it, if I would have my yields increased rather than decreased?

Balanced Farming: In areas principally along the Coast in North Carolina we have truck farms and a little farther inland tobacco farms, cotton farms and peanut farms. These farms are cash or money-crop farms even though several crops are grown.

Farmers, being optimists, expect the money-crops to furnish income sufficient to buy everything needed on the farm.

Cash-crops in times of good prices will provide all necessities; but we do not always have high prices, and as a long time proposition cash-crops supplemented by ample food and feed crops and livestock are of far greater worth than cash-crops alone, regardless of prices.

When we send our money-crop dollars away to pay for goods capable of being produced at home we are paying not for the commodity but for the services of many outside people as well. This is uneconomical and it is one of the main reasons why farming in the South is not more profitable.

We need balanced farming to enable us to retain a larger share of the annual wealth produced on North Carolina farms.

It's Crutchfield's For The Most Money



FIRST SALE NEXT THURSDAY, AUG. 4
—OPENING DAY—
AND MONDAY, AUGUST 8,
WEDNESDAY, AUGUST 10, And
FRIDAY, AUGUST 12

WEEK OF AUGUST 15—FIRST SALES
ON TUESDAY, AUGUST 16, And
THURSDAY, AUGUST 18.

55000 SQUARE FEET OF FLOOR SPACE. AN EXPERIENCED MAN FOR EVERY JOB. THE WISE FARMER SELLS AT CRUTCHFIELD'S!



Put Your Tobacco Money Into A Checking Account

When your tobacco crop is turned in to cash, you cannot afford to carry the money around on your person, or to hide it away in the house. That is too risky. Cash is easily lost and easily stolen. You may spend it with no record to show what became of it.

By keeping your harvest money in a checking account you have every cent of it ready for use with no danger of loss. You can write a check any time anywhere and have a record and a receipt to show payment.

A checking account also gives you the protection and benefits of bank service. It helps to establish your credit—and, of course, we give loan preference to customers.

For your convenience, deposits are accepted by any of our branches for your credit in the branch of your choice.

Deposit your harvest money in a checking account—for safety and convenience.

Your Funds Up To \$5,000.00 Insured By Federal Deposit Insurance Corporation



WACCAMAW BANK AND TRUST CO.

WHITEVILLE
 CHADBURN FAIRMONT ROSEHILL
 CLARKTON TABOR CITY SOUTHPORT
 North Carolina

Crutchfield's Force:

- RAYMOND CRUTCHFIELD
- GAITHER CRUTCHFIELD
- FRANK BROWN
- J. E. ELLINGTON
- JIMMIE MORGAN (Auctioneer)
- RAYMOND BEALE (Bookkeeper)
- WALTER MOORE (Bookman)
- JOHN DUNN (Clipman)
- HERBERT PHIFER (Asst. Bookkeeper)
- L. C. GRAINGER (Ticket Marker)
- MISS INEZ HARRELSON (Asst. Bookkeeper)
- W. M. WILLIAMS (Floor Manager)
- D. E. TYREE (Floor Manager)
- GRANT WOODS (Traffic Manager)
- CHAS. WILLIAMSON, Jr. (Weighman)
- RALPH BRINKLEY (Weighman)

NOTICE

CRUTCHFIELD'S Wishes to thank the TOBACCO FARMERS for the huge patronage shown us last year, and to invite YOU AGAIN TO OUR WAREHOUSE where your load receives individual attention and you are assured the HIGHEST POSSIBLE PRICE FOR YOUR TOBACCO!

SELL WITH THE FASTEST GROWING WAREHOUSE IN THE BORDER BELT!



Sell Your Tobacco At Crutchfield's Warehouse